

Interview Topic:

“The Top Branding Mistakes Companies Make”

Avoiding Them Can Mean the Difference Between Success and Failure

Possible Interview Questions:

1. What makes you an expert in branding mistakes that companies make?
2. When are most of these mistakes made... primarily at the *start-up* of a new company/brand, or later on?
3. You have managed brands across 50 countries and 4 continents – what are some of the biggest branding mistakes you have seen companies make around the world?
4. *[Interviewer: You can ask me about as many of the 10 branding mistakes as we have time for within the interview. Here are the top 10 branding mistakes I will share:*
 - *Getting too creative with your company name.*
 - *Forgetting that YOU are your brand.*
 - *Not confirming that a need for your product or service truly exists.*
 - *Not making the tough choices required to really target your marketing.*
 - *Not being realistic about your competition.*
 - *Not being consistent in your communications.*
 - *Not choosing the right team members to reflect your brand.*
 - *Not making tough choices about your brand’s offerings/benefits.*
 - *Forgetting that your brand image extends to your employees, not just your customers.*
 - *Not making your business something you love to do.*

[You can ask me questions about as many as you would like.]

5. Any last words of wisdom to share with the audience?

Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™ Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solo-preneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.



With an MBA from Harvard Business School, Brenda’s career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit www.BrendaBence.com.

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